DOD Customer Marketing

Examples from the Washington Headquarters Services 2005 Campaign

Introduction

- DOD has 25 Services and Agencies in the National Capital Area (NCA)
  - Organizational mixes of both Military and Civilian Employees
- DOD has the highest participation rate in the NCA
  - 62%+ of employees give through CFC
- DOD provides 28% total gifts of the NCA campaign
  - Yet we're only *12%* of NCA population
- This presentation shows examples of campaign communications and marketing from the Washington Headquarters Services (WHS) account

"Be an Everyday Hero"

Goals

WHS Goal - 2005

$136K

2005 Contributions = $192K

Surpassed the 2005 goal by 41%

- **Kick-Off event**
- **Raise Awareness**
- **Campaign Website**
- **Make it fun**
  - **Games & Rallies**
- **Fund Raisers**

Common-look banner used throughout the campaign

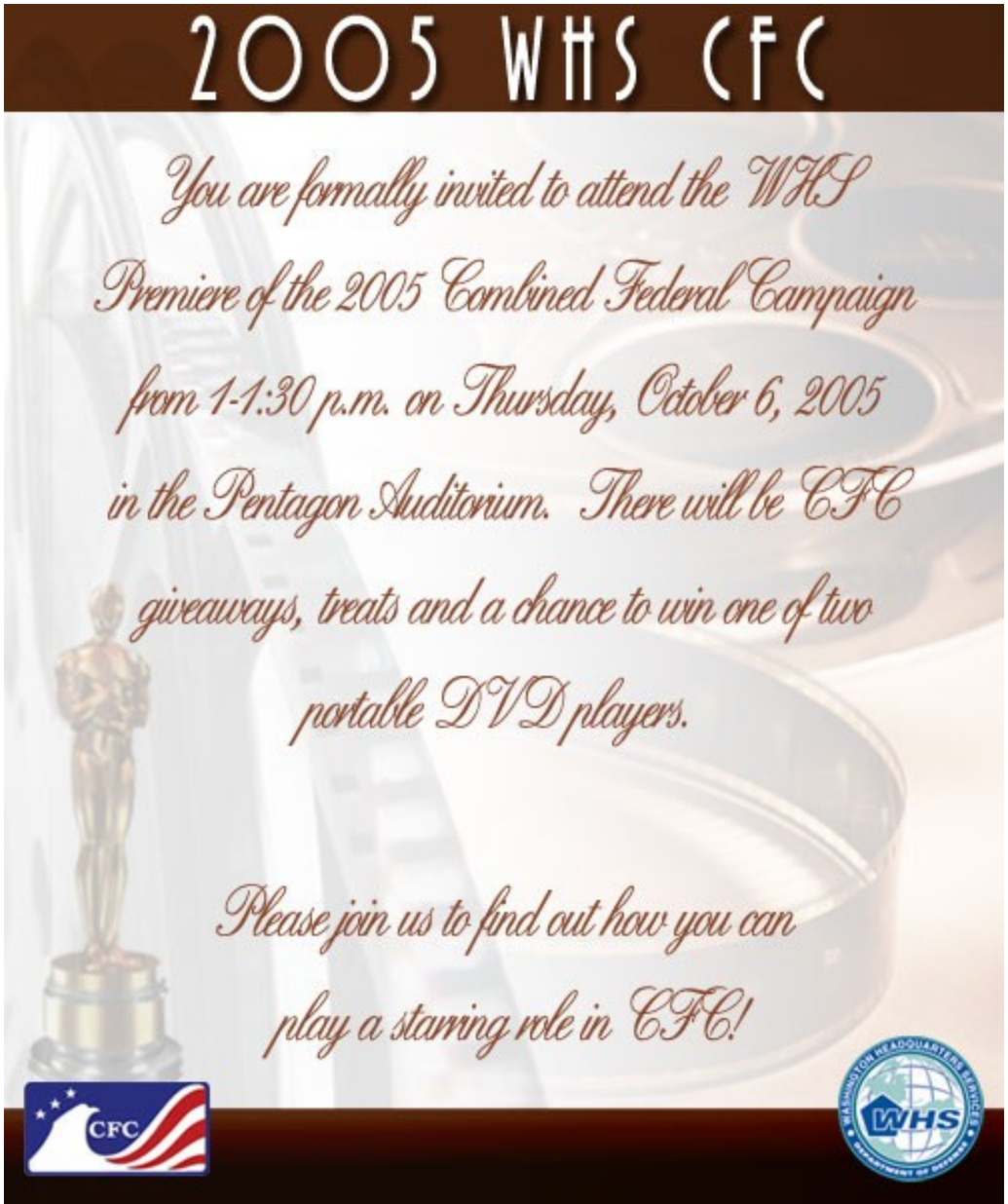
Identified Marketing Goals Up-front

Campaign Kick-Off Event

- **Publicize with excitement**
- **Have a senior leader send out invitations**
- **Make the event fun**
- **Invite guest speakers that your employees can relate with**
  - **Fellow employee that has been helped through a CFC charity**
- **Can tie in with another CFC event such as the DOD Charity Fair or agency social event**
- **Official start of your campaign**
  - **Okay, let's get going!**

Communicate Agency Campaign Kick-Offs

Invitations


2005 WHS CFC
You are formally invited to attend the WHS Premiere of the 2005 Combined Federal Campaign from 1-1:30 p.m. on Thursday, October 6, 2005 in the Pentagon Auditorium. There will be CFC giveaways, treats and a chance to win one of two portable DVD players.
Please join us to find out how you can play a starring role in CFC!
CFC
WHS

Communicate Agency Campaign Kick-Offs

Sample Email Announcement

On behalf of the Director, WHS/HRD
You are cordially invited to
The WHS/HRD CFC Kick-Off
on 11 October, 2005 at 10:00 AM
In the LDD Training Room (4th Floor, Polk Building).
Guest Speakers from the United Way and Fisher House
Free Prizes and light refreshments too!
"Play a Starring Role" by coming to this stellar event!

Sample Email Announcement

Talk-up Kick-Off Events!

Holy Cow! Those WHS/HRD Folks are Everyday Heroes!
That's right commissioner, WHS/HRD Is having a CFC Kick-Off On 11 October, 10:00 AM In the LDD Training Room (Polk Bldg , 4th Floor). They will also have speakers and giveaways! Seems like these folks are in the hero business too!

Join us on 11 October 2005 for the WHS/HRD CFC Kick-Off. Then see your CFC Key Worker to contribute!

Your 2005 WHS/HRD CFC key workers are: CAF – Katrina Herbert & Mark Davis; EEOPD – Tonya Pollard; EPP – Ann Keels; LDD – Inez Lowe; LMER, VCMO, Director's Office – Cynthia Swift; MAPS – Carolyn Curtis; MilPers – Kim Vollmer; PSD – Bruce Bixby, Lolita Anderson, Beverly Butler, Cassie Grant, Hannah Lugo, Myron Mageto, Donna Stafford; Sec Div – Russ Elder

Raise Awareness

- **Inform Employees about the Campaign and create an giving atmosphere**
- **Help people emotionally and logically connect to those in need**
- **Identify your CFC Keyworkers to your fellow employees**
- **Provide examples & share their stories**
  - **An agency employee that has been helped through CFC**
  - **Friends, family or community members that have been helped through CFC**

Hero & Movie Themes Combined

These folks may be heroes, but they can't touch the number of people and causes your CFC dollars can impact! Only $10.00 per pay period will put wheelchairs under two landmine victims in Asia. $15 per pay period will help a homebound AIDS patient with groceries for one-year. $25 per pay period will purchase 4 computers with adaptive equipment for blind students. Whatever your passion or cause, Be an Everyday Hero and Play a Starring Role in CFC!

Sample Email Announcement

Raise Awarenes s!

What Does Your CFC Gift Buy? Your investment in CFC is a powerful tool of help and hope! $10 per pay period provides school supplies, food, and medical care for AIDS orphans in Africa. $15 per pay period saves the life of an abused child. $25 per pay period empowers solutions to global environmental problems. Be an Everyday Hero and Play a Starring Role in CFC!

Sample Email Announcement

Identify Keyworkers

Help employees Identify their CFC Keyworkers with Posters, emails, etc.

Agency Campaign Websites

- Great way to disseminate information
  - Widely accessible to employees
  - Flexible in content and tools available
  - Allows for quick updates
- Post current status of CFC Goal attainment
- Links to CFC Resources
- Advertise Campaign events (e.g., fund raisers, charity fairs, mid-campaign rallies, etc.)
- Provide stories of agency employees who have been helped through CFC
- Post Agency Newsletters
- Link to Trivia Games and announce

Agency Campaign Website

http://cfc.whs.mil/

WHS CFC 2005

Welcome to the 2005 WHS Combined Federal Campaign Web site! Beginning this year, the Administration and Program Support Directorate has responsibility for managing the WHS Campaign. I'm confident that our new CFC Executive Team will be able to build on the success of the 2004 team and take us into a goal-shattering year in 2005. The WHS theme for this year is "Play a Starring Role in CFC."

WHS employees have a history of generosity in giving to CFC. Last year, we donated $177,163.89 - exceeding our goal by more than $40,000! Our donations have helped hundreds of charities and thousands
of people in need.

As the WHS CFC Chairman, I invite you to our exciting CFC events, where you can help us celebrate our accomplishments. Check the CFC Web site every day for updates and to play the CFC Movie Trivia Game. This year, I ask you to play a starring role in CFC. Just like a movie needs the support of a cast and crew, the CFC needs your participation to reach our goal. Every gift counts!

Howard G. Becker

Director

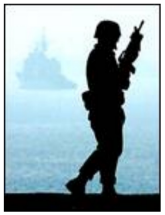
Weekly Newsletter

- Charity Highlights
- Events
- Campaign News
- Resource Links

A Weekly Newsletter of Washington Headquarters Services Combined Federal Campaign ■ November 1, 2005 ■

SPOTLIGHT ON MILITARY CHARITIES

The Armed Forces Family Survivors Fund provides unrestricted grants to spouses and children of military members lost in Iraq and Afghanistan. www.fallenheroesfund.org



The Veterans of Foreign Wars Foundation works to improve life for veterans and military personnel as well as promoting community service. www.vfw.org/foundation

The Fisher House Foundation provides a home away from home for family members to be close to a loved one during hospitalization for illness or injury. www.fisherhouse.org

The Disabled American Veterans Charitable Service Trust provides food, shelter, medical aid, rehabilitation and counseling for severely disabled veterans. www.dav.org

HRD SILENT AUCTION

On October 26th, the Human Resources Directorate (HRD) held a Silent Auction to benefit CFC. Auctioned items ranged from electronics, domestic items, crafts, videos and DVDs. In all, over $300 was raised during the 2 ½ hour event. At right, Carolyn Curtis (right), Silent Auction organizer, explains the rules to Andre Zephrine.

TRIVIA WINNERS, OCTOBER 24-28

Willa Stanton (ESD) knew that Peter Mayhew, the actor who is better known as Chewbacca in Star Wars, is seven feet, three inches.
Karen Caretti (DFD) knew that Martha's Vineyard residents were paid $64 a day to run around the beach and scream as extras for the movie Jaws.
Heidi Smith (HRD) knew that chocolate syrup was used to simulate blood in Psycho's famous shower scene.
Mary Ratcliffe (DFD) knew that the character Charles Foster Kane was based on newspaperman William Randolph Hearst.
Carolyn Curtis (HRD) knew that before she was the Wicked Witch of the West, actress Margaret Hamilton was a kindergarten teacher.

WHS RESOURCES

- **WHS CFC**
- **National Capital Area**
- **OPM CFC**
- **Play Trivia!**
- **Catalog of Caring**

CFC FACTS

- *Don't forget to bring in your gently used books, videos and DVDs for the sale on November 17, from 11 a.m. to 1 p.m. on the Pentagon Concourse. Bring items to your keyworker. All profits and unsold items will be donated to CFC charities.*

- *The Campaign will last until December 16, 2005. You only have **34 days left!***
- *Why should you give to CFC? Why is payroll deduction such a great way to give? How far can your donation go? Click here to find out!*

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A Weekly Newsletter of Washington Headquarters Services Combined Federal Campaign ■ October 11, 2005 ■

2005 WHS CFC PREMIERE

Left: Premiere attendees could take home a variety of CFC items, including t-shirts, pins, radios, can cozies, pens and candy bars.
Center: Campaign Manager Linda Douglas and Co-Vice Chair Brett Eaton handed out Catalogs of Caring.
Right: Everyone went home happy!

Left: Co-Vice Chair Larry Barlow gave Amy Hunt (Human Resources Directorate) a WHS CFC coin. Ms. Hunt shared how Eddie's Club, a CFC charity, has a positive impact on her daughter's life.
Center: Mr. Barlow presents the Information Technology Management Directorate's (ITMD) goal to Trinita King and Mary George.
Right: WHS Deputy Director Ralph Newton reminded employees how giving to CFC benefits the donor as well as the recipient.

CFC TRIVIA ANSWERS AND WINNERS

Test your knowledge of movie trivia every day. The chance to win Blockbuster gift cards awaits those who have completed their pledge cards. For complete rules and to play, go to cfc.whs.mil.

Thursday, October 6: In Million Dollar Baby, what is the name of the café that Maggie works in?
HRD Director Jan Thompson correctly answered "On the Waterfront Café."

Friday, October 7: In Batman Begins, how many Batmobiles were used during filming?
Paul Granahan (P&E) correctly answered 8 total. There were four Batmobiles for driving; two electric motor-powered cars for scenes where someone got out of the car; and two were empty rolling shells shot out of huge air cannons to create leaping shots.

WHS RESOURCES

- WHS CFC
- National Capital Area
- OPM CFC
- Play Trivia!
- Catalog of Caring
- WHS Web Site

Do you want to tell your CFC story? How is your office successfully promoting CFC? What do you want to see in this newsletter? Email us at information@whs.mil.

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WHS Newsletter Highlights The Kick-Off Event

WHS Newsletter Shows Directors Support *plus it* Advertises Fund Raisers

Newsletter Posts Trivia Winners

A Weekly Newsletter of Washington Headquarters Services Combined Federal Campaign ■ October 18, 2005 ■

DIRECTORATES ENCOURAGE GIVING

From left to right: Rennie Vazquez, CFC Coordinator; Jan Thompson, Director, HRD; and Charles Anderson, CEO of United Way, encouraged HRD employees to give early and often to this year's Campaign.

Ms. Jan Thompson, Director of the Human Resources Directorate, opened up the 2005 Combined Federal Campaign (CFC) by hosting an HRD kick-off in the Polk Building. Invited guest speakers were Mr. David Coker, Executive Director & VP for Operations for the Fisher House Foundation and Mr. Charles Anderson, CEO of United Way, National Capital Area. Both speakers talked about how their respective organizations impact our nation's military members and their families.

The Executive Services Directorate is playing Bingo this year to increase participation and meet their goal of raising $12,500. The first winner was Tim Jackson (right), a Correspondence Analyst, who has been giving to CFC every year since 1986, when he joined the Federal workforce. He has served as a CFC representative in the Executive Services Directorate several times since joining WHS in 1992. He believes it is a worthwhile endeavor that benefits so many people.

BOOK, VIDEO AND DVD SALE

Bring in your gently used books, videos and DVDs for the WHS CFC Book/Video/DVD Sale. On November 17, from 11 a.m. to 1 p.m., those items will be for sale on the Pentagon Concourse, with all proceeds going to the general CFC fund. Anything that does not sell will be donated to a literacy charity. You can drop off donated items with your keyworker for collection.

TRIVIA WINNERS

Congratulations to the movie buffs who won Blockbuster gift cards from October 11 to October 14:

Russell Elder (HRD) knew that the lullaby Hushabye Baby was sung in both War of the Worlds and Chitty Chitty Bang Bang.
Cindy Pearson (DFD) knew that in Sleepless in Seattle, Annie first learned about Sam by listening to a radio talk show.
Lou Strawderman (DFD) knew that Gone With the Wind Producer David O. Selznick paid a $5,000 fine to keep the famous line, "Frankly, my dear, I don't give a damn!" in the movie.
Lorie Walker (DFD) knew that the title American Beauty referred to the breed of roses used throughout the film.

WHS RESOURCES

- **WHS CFC**
- **National Capital Area**
- **OPM CFC**
- **Play Trivia!**
- **Catalog of Caring**

CFC FACTS

- *The WHS Combined Federal Campaign seeks to raise $136,000 in 2005 for worthy charities.*
- *Last year, you raised $177,163.89 – over $40,000 above our goal!*
- *The Campaign will last until December 16, 2005. You only have **42 days left!***
- *Why should you give to CFC? Why is payroll deduction such a great way to give? How far can your donation go? Click here to find out!*

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Movie Theme Trivia Games on WHS Website

File Edit View Favorites Tools Help

Back Search Favorites

Address http://cfc.whs.mil/trivia.htm Go Links

WHS Combined Federal Campaign 2005

Play A Starring Role

WHS 2005 Goal Progress | Your Contribution | Campaign Teams | News & Events | Trivia Contest | Links | Home

CFC Trivia Contest

Million Dollar Baby

What is the name of the café that Maggie works in?

Email your answer to information@whs.mil (include the trivia password on the subject line).

Rules:

1. Each day, a new movie trivia question will appear on the WHS CFC website.
2. Employees can send their answers via email by clicking the link at the bottom of the page.
3. Employees who have completed a pledge card will receive a password from their keyworkers.
4. All emails containing the right answer AND the password received by the end of the business day will be printed. The CFC Chair will randomly draw one email as the winner.
5. The winner will be notified via email to collect a prize.
6. The more you play, the greater your chance of winning!

For assistance send e-mail to information@whs.mil.

Internet

Fund Raisers

- **Be Creative and Make it Fun**
  - **Consider the personality of your agency**

- **Advertise**
  - **Often and with Excitement (create a buzz)**
  - **Consider your theme (“Everyday Hero” or WHS with “Play a Starring Role” in CFC)**

HUMAN RESOURCES DIRECTORATE

Bake Sale Flyer

Donated Baked Goods Benefit for the 2005 CFC Hurricane Katrina Relief Efforts

Date & Time: 21 Sept 2005, 8:00 – 10:00 AM

Place: Polk Bldg - HRD Conference Room

Pentagon – 4C881

Price: Your cash donation

How You Can Help: See your key worker and sign-up to donate baked goods. Then come out and enjoy some world-class baked goods and coffee too on 21 Sept!

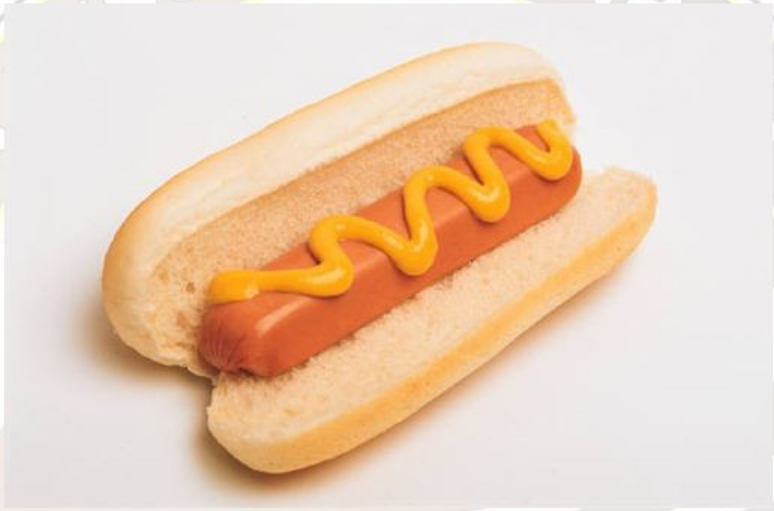
Your Key Workers: CAF - Katrina Herbert and Mark Davis; EEOPD - Tonya Pollard; EPP - Ann Keels; LDD- Inez Lowe; LEMR, VCMO and Director's Office - Cynthia Swift; MAPS - Carolyn Curtis; MilPers - Kim Vollmer; PSD - Bruce Bixby, Lolita Anderson, Beverly Butler, Cassie Grant, Hannah Lugo, Myron Mageto, Donna Stafford;

Sec Div – Russell Elder

COMBINED FEDERAL CAMPAIGN

Communicate Fund Raising Events

Hot Dog Lunch Flyer



Every dog has its day! Today could be your day by participating in the WHS/HRD Hot Dog Benefit, HRD Conference Room (4th Floor), 2 Nov 2005, from 11:00 AM - 2:00 PM. Suggested donation of $3.00 includes the hot dog, soda or water and chips. Your donations will go towards this year's Combined Federal Campaign!

Communicate Fund Raising Events

You know Babe, we sure have hit a lot of home runs but none better than the home run you can hit by attending the WHS/HRD Hot Dog Benefit to raise money for CFC!

Lou, I heard those WHS/HRD folks are having *real beef Ball Park Franks*. That's right, the one's that plump when you cook them! I'm marking my calendar down for that one. Maybe I'll have two or three for CFC!

Hot Dog Lunch Email

It may not be the old ball park but you can come on out on 2 Nov 2005, from 11:00 AM to 2:00 PM, in the HRD Conference Room and get an all beef Ball Park Frank , chips, and soda! All for a donation! Hit a home run for CFC!

Communicate Fund Raising Events

Hot Dog Lunch Email

This guy ate 49 Hot Dogs and got an award. You can get one hot dog and reward yourself by knowing your dollars are going towards the Combined Federal Campaign. Come out and support the WHS/HRD Hot Dog Benefit, today, in the HRD Conference Room (4th Floor) from 11:00 AM to 2:00PM.

HUMAN RESOURCES DIRECTORATE
2005
CFC
COMBINED FEDERAL CAMPAIGN
PLAY A STARRING ROLE
WASHINGTON HEADQUARTERS SERVICES

Hot Dog Lunch Email

Did you know WHS/HRD is having a hot dog benefit on 2 Nov 05? All the proceeds will go towards this year's Combined Federal Campaign
I'm tired of the same old lunch!
What a great way to help out CFC and get lunch too! I can hardly wait. I feel faint already! Let's go!

Talk-up Fund Raising Events!

HUMAN RESOURCES DIRECTORATE
2005
CFC
COMBINED FEDERAL CAMPAIGN
PLAY A STARRING ROLE
WASHINGTON HEADQUARTERS SERVICES

Come on out on 2 Nov 2005, from 11:00 AM to 2:00 PM, in the HRD Conference Room and get an all beef Ball Park Frank , chips, and soda! All for a donation! Take a bite out of those lunch time blues and Play a Starring Role in CFC!

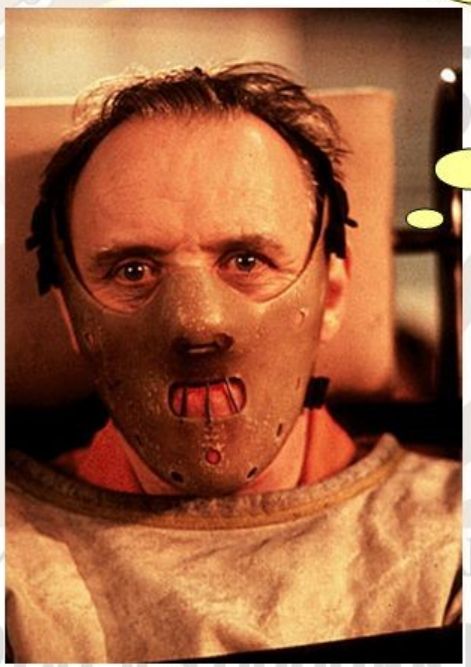
Hot Dog Lunch Email

That's right!
By going to the HRD Conference Room (4th Floor), on 2 Nov from 11:00 AM to 2:00 PM.
You can have a hot dog, soda and chips for a donation!
Great! When do we eat?
You can still make a contribution to CFC by supporting WHS/HRD's Hot Dog Benefit!

Talk-up Fund Raising Events!

Tired of the same old lunch? Be An Everyday Hero and help support CFC through WHS/HRD's Hot Dog Benefit on 2 Nov 2005!!

Silent Auction Email Announcement



You don't have to go to this extreme. Just come out on 26 October, 9:00 – 11:30 AM, Director's Conference Room (5th Floor) and *silently bid* on items ranging from baskets, DVDs, electronics, and more… Money raised will help support the Combined Federal Campaign! Be an Everyday Hero and Play a Starring Role in CFC! !

Talk-up Fund Raising Events !

Talk-up Fund Raising Events !

Be a "Silent" Everyday Hero

WHS/HRD CFC Silent Auction

Time and Place: 26 October 2005, 9:00 – 11:30 AM
5th Floor, Director's Conference Room

How You Can Help: ***Sign-up to donate an article or a service to help raise money for CFC NLT 24 October.***
Then come out on 26 October and "silently" bid on items.

To donate an item or service, please e-mail Ms Carolyn Curtis or phone at 703-604-5961

Silent Auction Email Announcement

Rallies and Morale

- **Keep Key Worker Morale High**
  - **Special Treat (e.g., movie luncheon)**
  - **Special Recognition (e.g., certificate and/or letter of thanks)**
- **Keep employee interest up**
  - **Charity Fair**
  - **Raffles**
  - **Bingo**

WHS "Take Five"

Booster Meeting for Key Workers

From: Eaton, Brett, CIV, WHS/APSD
Sent: Tuesday, November 01, 2005 2:20 PM
Subject: WHS CFC "Take Five"

WHS Directors,

The WHS CFC Executive Team will host "Take Five," a CFC event designed to recognize and re-energize the WHS CFC Directorate Teams, who take on extra duties to make CFC successful. We want to encourage the keyworkers to keep up the good work and go the extra step to get their employees to participate during the final weeks of the campaign. The "Take Five" event will take place on Monday, November 21, from 10:30 a.m. to 1 p.m. in 2C554, Room #6. Lunch and snacks will be served.

If at all possible, please allow your CFC Team the time to "Take Five" and encourage them to participate in this event as a sign of your appreciation. You are also welcome to attend for all or part of the program. The tentative agenda follows below:

1030 Mr. Becker gives appreciation remarks
1035 Original CFC Video, produced by the WHS Executive Team
1038 Movie Screening (a popular movie to be voted on by Keyworkers, Team Captains, and Coordinators)
1300 End

Please feel free to contact Linda Douglas or me with any questions.

Thank you!
Brett Eaton
WHS CFC Co-Vice Chairman

Awards

- Victory Celebration
  - Formal end of campaign
  - Public recognition for campaign staff
  - Celebrate results
- Awards
  - Unit Level based on campaign results
  - Individual based on amount of donation
- Certificates
  - Recognize campaign staff and others (Most Valuable Fundraiser, Special Service, Appreciation

Summary

- **Always remember why CFC is so important**
  - **Helping improve the lives of our fellow citizens and often our own**
- **Every employee deserves an opportunity to give**
- **Planning and good communication are key**
- **Maintain your enthusiasm and help others to be inspired to participate**
- **Did I mention having good communication?**
- **Every dollar counts!**

“Be an Everyday Hero”

Thank You!!!

On behalf of everyone from Washington Headquarters Services,

Good Luck in [illegible]!

“Be an Everyday Hero”